

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

Farran Media
9633 South 48th Street
Suite 200
Phoenix, AZ 85044
Tel. No.: 480.598.0001
Fax No.: 480.598.3450
www.orthotown.com

ORTHOTOWN is a B2B brand intended for connecting individuals in the dental specialty of orthodontics for the sharing of knowledge. The brand content and editorial scope of the publication includes case presentations, treatment plans, ideas for practice improvement, interactive message board forums, continuing education courses, and special features. The content of every issue is also available to subscribers and registered members globally via the online digital version, the Orthotown.com website, weekly e-newsletters, and Orthotown branded mobile applications.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all audited touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel of, but not across, multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary. No attempt has been made to identify or eliminate duplication that may exist across media channels.

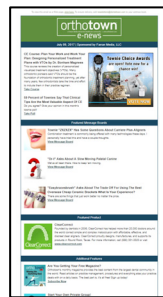
CHANNELS

ORTHOTOWN MAGAZINE



5 Issues in the period
11,154 average circulation

ORTHOTOWN E-NEWSLETTER



26 issued in the period
5,576 average per occurrence

ORTHOTOWN APPS



Orthotown App - iOS
2,080 cumulative downloads
Magazine App - iOS
3,666 cumulative downloads
Orthotown App - Android
148 installs on active devices
Magazine App - Android
60 installs on active devices

ORTHOTOWN WEBSITES



www.orthotown.com
6,738 average users
m.orthotown.com
367 average users

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported

	Non-Paid	Paid	Average
ORTHOTOWN MAGAZINE Unique Total* (5 issues in the period)	11,145	9	11,154
a. Print	10,352	9	10,361
b. Digital	2,612	7	2,619
1. Requested	2,612	7	2,619
2. Non-Requested	-	-	-
ORTHOTOWN E-NEWSLETTER			
a. Orthotown eNews (26 issued in the period)	5,576	-	5,576
ORTHOTOWN APPS - iOS			
a. Orthotown App (cumulative downloads)	**2,080	-	**2,080
b. Orthotown Magazine App (cumulative downloads)	**3,666	-	**3,666
ORTHOTOWN APPS - ANDROID			
a. Orthotown App (installs on active devices)	**148	-	**148
b. Orthotown Magazine App (installs on active devices)	**60	-	**60
ORTHOTOWN WEBSITE (Monthly Users with 47,628 average Pageviews)	6,738	-	6,738
M.ORTHOTOWN WEBSITE (Monthly Users with 5,001 average Pageviews)	367	-	367

*Unique Total represents unique recipients, not the sum of Print and Digital.

**App Downloads are cumulative figures, not averages.

FIELD SERVED

ORTHOTOWN serves the medical specialties relating to Orthodontics and Orthodontic Specialties.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include Orthodontists and Orthodontic Residents.

AVERAGE NON-QUALIFIED CIRCULATION

NON-QUALIFIED Not Included Elsewhere		Copies
Other Paid Circulation		-
Advertiser and Agency		633
Allocated for Trade Shows and Conventions		60
All Other		270
TOTAL		963

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR THE PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual	10,908	97.8	10,899	97.7	9	0.1
Sponsored Individually Addressed	-	-	-	-	-	-
Membership Benefit	-	-	-	-	-	-
Multi-Copy Same Addressee	246	2.2	246	2.2	-	-
Single Copy Sales	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	11,154	100.0	11,145	99.9	9	0.1

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD

2017 Issue	Print	Digital	Unique Total Qualified*
January/February	10,504	2,593	11,291
March	10,425	2,624	11,222
April	10,415	2,611	11,206
May	10,235	2,619	11,018
June	10,229	2,646	11,035

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3a. BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017
This issue is 1.5% or 171 copies below the average of the other 4 issues reported in Paragraph 2.

BUSINESS AND INDUSTRY	UNIQUE TOTAL QUALIFIED*	PERCENT OF TOTAL	Print		Digital	
			Print	Digital	Print	Digital
Orthodontists	10,191	92.5	9,499	2,352		
Orthodontic Residents	827	7.5	736	267		
UNIQUE TOTAL QUALIFIED CIRCULATION*	11,018	100.0	10,235	2,619		
PERCENT	100.0		92.9	23.8		

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Unique Total Qualified*	Percent
	1 Year	2 Years	3 Years				
I. Direct Request:	3,815	1,208	2,670	6,910	2,619	7,693	69.8
II. Request from recipient's company:	133	47	66	246	-	246	2.2
III. Membership Benefit:	-	-	-	-	-	-	-
IV. Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	3,079	-	-	3,079	-	3,079	28.0
**Association rosters and directories	3,079	-	-	3,079	-	3,079	28.0
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's, and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. Single Copy Sales:	-	-	-	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	7,027	1,255	2,736	10,235	2,619	11,018	100.0
PERCENT	63.8	11.4	24.8	92.9	23.8	100.0	

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

**See Additional Data

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017

MAILING ADDRESS	Print	Digital	Unique Total Qualified*	Percent
Individuals by name and title and/or function	9,989	2,619	10,772	97.8
Individuals by name only	-	-	-	-
Titles or functions only	-	-	-	-
Company names only	-	-	-	-
Multi-Copy Same Addressee copies	246	-	246	2.2
Single Copy Sales	-	-	-	-
UNIQUE TOTAL QUALIFIED CIRCULATION*	10,235	2,619	11,018	100.0

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	July - December 2014	January - June 2015	July - December 2015	January - June 2016	July - December 2016	January - June 2017*
Unique Total Audit Average Qualified***:	11,163	11,055	11,490	11,205	11,475	11,154
Unique Qualified Non-Paid Total***:	11,153	11,047	11,482	11,196	11,464	11,145
Print:	10,603	10,457	10,774	10,457	10,709	10,352
Digital:	1,738	1,887	2,194	2,350	2,522	2,612
Unique Qualified Paid Total***:	10	8	8	9	11	9
Print:	10	8	8	9	11	9
Digital:	9	7	7	8	9	7
Post Expire Copies included in Total Qualified Circulation:	**NC	**NC	**NC	**NC	**NC	**NC
Average Annual Order Price:	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00	\$22.00

*NOTE: January - June 2017 data is unaudited. With each successive period, new data will be added until six 6-month periods are displayed.

**NC = None Claimed.

***Unique Total Qualified represents unique recipients, not the sum of Print and Digital.

GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2017**

State	Print	Digital	Unique Total Qualified*	Percent	State	Print	Digital	Unique Total Qualified*	Percent
Maine	36	7	37		Kentucky	140	21	142	
New Hampshire	42	9	43		Tennessee	182	33	185	
Vermont	24	4	24		Alabama	128	34	133	
Massachusetts	275	57	285		Mississippi	59	9	60	
Rhode Island	34	10	36		EAST SO. CENTRAL	509	97	520	4.7
Connecticut	127	27	133		Arkansas	57	7	59	
NEW ENGLAND	538	114	558	5.1	Louisiana	130	26	134	
New York	775	164	805		Oklahoma	88	20	91	
New Jersey	385	71	395		Texas	788	181	824	
Pennsylvania	460	92	484		WEST SO. CENTRAL	1,063	234	1,108	10.1
MIDDLE ATLANTIC	1,620	327	1,684	15.3	Montana	40	7	41	
Ohio	360	82	376		Idaho	55	7	55	
Indiana	176	30	182		Wyoming	15	2	15	
Illinois	435	91	451		Colorado	222	62	232	
Michigan	289	60	300		New Mexico	54	12	58	
Wisconsin	164	41	177		Arizona	196	58	208	
EAST NO. CENTRAL	1,424	304	1,486	13.5	Utah	127	28	134	
Minnesota	132	28	140		Nevada	102	35	114	
Iowa	76	14	79		MOUNTAIN	811	211	857	7.8
Missouri	225	37	232		Alaska	18	3	18	
North Dakota	18	4	19		Washington	254	70	268	
South Dakota	22	4	22		Oregon	85	18	91	
Nebraska	54	15	56		California	1,369	292	1,424	
Kansas	70	10	72		Hawaii	43	6	43	
WEST NO. CENTRAL	597	112	620	5.6	PACIFIC	1,769	389	1,844	16.7
Delaware	19	6	20		UNITED STATES	10,142	2,203	10,569	96.0
Maryland	210	51	218		U.S. Territories	8	5	10	
Washington, DC	38	12	40		Canada	78	86	113	
Virginia	300	59	308		Mexico	-	16	16	
West Virginia	44	8	44		Other International	3	291	292	
North Carolina	254	54	269		APQ/FPO	4	18	18	
South Carolina	125	26	132						
Georgia	259	62	270						
Florida	562	137	591						
SOUTH ATLANTIC	1,811	415	1,892	17.2					

UNIQUE TOTAL QUALIFIED CIRCULATION* **10,235** **2,619** **11,018** **100.0**

*Unique Total Qualified represents unique recipients, not the sum of Print and Digital.
 **See Additional Data

E-NEWSLETTER CHANNEL

2017	Orthotown eNews
JANUARY	
January 1	5,475
January 8	5,480
January 15	5,482
January 22	5,391
January 29	5,484
FEBRUARY	
February 5	5,513
February 12	5,544
February 19	5,541
February 26	5,552
MARCH	
March 5	5,554
March 12	5,555
March 19	5,558
March 26	5,556
APRIL	
April 2	5,609
April 9	5,621
April 16	5,624
April 23	5,613
April 30	5,611
MAY	
May 7	5,623
May 14	5,627
May 21	5,634
May 28	5,640
JUNE	
June 4	5,659
June 11	5,666
June 18	5,677
June 25	5,677
AVERAGE:	5,576

Orthotown eNews (26 issued in the period)

APP CHANNEL

Orthotown App

2017	Android App		iOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			1,580	
January	146	52	1,632	
February	144	76	1,708	
March	146	126	1,834	
April	146	42	1,876	
May	141	63	1,939	
June	148	141	2,080	

Note 1: Installs on Active Devices – the number of devices that have been active in the last 30 days, with the app installed.

Note 2: Cumulative Downloads represents the aggregate number of downloads of the Orthotown App, not copies. Information regarding app deletion/removal is not available from this vendor and have not been removed from these figures.

Orthotown App

2017	*PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	21,420	3,665	369	06:57
February	19,937	3,522	348	07:22
March	26,234	4,053	363	08:19
April	25,894	4,510	352	07:28
May	27,786	4,621	352	07:17
June	24,181	4,098	364	07:39
AVERAGE:	24,242	4,078	358	07:30

January – June 2017 data was provided by Google Analytics

*The Page views column represents ScreenViews as captured by Google Analytics Mobile app code.

Orthotown Magazine App

2017	Android App		iOS App	
	Installs on Active Devices (Note 1)	Monthly Downloads	Cumulative Downloads (Note 2)	
Beginning Balance			3,507	
January	65	30	3,537	
February	63	35	3,572	
March	63	13	3,585	
April	61	17	3,602	
May	61	16	3,618	
June	60	48	3,666	

Note 1: Installs on Active Devices – the number of devices that have been active in the last 30 days, with the app installed.

Note 2: Cumulative Downloads represents the aggregate number of downloads of the Orthotown Magazine App, not copies. Information regarding app deletion/removal is not available from this vendor and have not been removed from these figures.

WEBSITE CHANNEL

WWW.ORTHOTOWN.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	45,125	10,765	4,847	5:02
February	49,753	13,528	7,858	4:15
March	52,086	14,060	7,710	4:35
April	46,620	12,463	6,562	4:42
May	48,783	13,243	6,919	4:53
June	43,404	11,760	6,533	4:12
AVERAGE:	47,628	12,636	6,738	4:36

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

M.ORTHOTOWN.COM

2017	PAGEVIEWS	SESSIONS	USERS	AVERAGE SESSION DURATION
January	5,424	1,521	409	3:30
February	4,603	1,265	336	3:14
March	6,029	1,467	390	3:44
April	4,452	1,188	337	4:05
May	4,436	1,178	345	3:29
June	5,062	1,284	382	3:57
AVERAGE:	5,001	1,317	367	3:40

January – June 2017 data was provided by Google Analytics. All website activity is audited by BPA Worldwide.

WEBSITE GLOSSARY

Pageviews: A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

Sessions: A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

Users: An identified and unduplicated Cookie Browser that accesses Internet content or advertising during a measurement period.

Average Session Duration: The time visitors remain on a site per session.

For info on how to obtain online ad campaign performance metrics across multiple sites, visit www.adicompli.com

ADDITIONAL DATA

METHOD OF DISTRIBUTION:

All qualified circulation conforms to the field served of a recipient's qualification, as reported. Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via email when the version is available. Apps are downloaded to view enhanced versions of the print edition and are available as a single download or by subscription use on tablets, smart phones or other mobile devices.

STATEMENT OF CONTENT PLATFORM:

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue's content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

MAGAZINE:

PARAGRAPH 3b:

Association rosters and directories include 1 source of circulation for a quantity of 3,079 copies or 27.9%, including American Dental Association list of Orthodontic Specialists, including Orthodontic Residents.

GEOGRAPHIC DISTRIBUTION:

Geographic data for E-Newsletter, Apps, and Websites are not reported at the media owner's option.

PUBLISHER'S AFFIDAVIT

We hereby make oath and say that all data set forth in this statement are true.

Marcie Donovan, Circulation Director

Howard Farran, DDS, MBA, MAGD, Publisher/Owner

(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)

IMPORTANT NOTE:

This unaudited brand report has been checked against the previous audit report. It will be included in the annual audit made by BPA Worldwide.

Date signed	July 17, 2017
State	Arizona
County	Maricopa
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About BPA Worldwide:

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Globally, BPA audits media properties including consumer magazines, newspapers, web sites, events, email newsletters, databases, wireless, social media and other advertiser-supported media—as well as advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.